

Amendment to the Specification

Please **replace** the paragraph on page 26, line 23 with the following text:

The preference determination engine (PDE), the architecture of which is illustrated in FIG. 10 provides *likes* predictors for all demographic groups, i.e., for a group instead of an individual person. The difference between a person and a group is that the determination engine has to pick up the programs which will pleased a majority in a demographics group for a particular time. Additional details of the implementation of the PDE may be found in the commonly assigned, copending patent application 09/893,192 which is herewith incorporated by reference.